

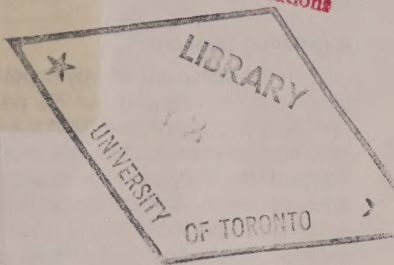
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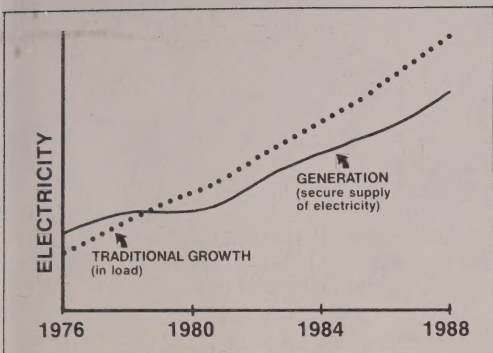
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While Ontario has rarely experienced power shortages, the possibility of just such a threat may lie ahead in the not too distant future if we continue to gobble electricity at the present rate.

A growing concern

Over the years our energy appetite has been growing at the rate of about 7% per year. Compounded, this means that our demand for electricity almost doubles every ten years. Some of this 7% is, of course, natural growth arising from an increasing population, new applications and new industry, which in turn gives us our employment and standard of living. Yet, included in this 7% , is an element of waste. Having grown up in an age of plenty, we have all tended to fall into developing wasteful energy habits. Lights are left on when not needed, homes lack essential insulation and our appliances are often used in the most wasteful manner.

Keeping pace with this yearly demand requires the building of new generating stations and facilities and the use of more and more resources—all this, at a time when world resources are shrinking and costs are rapidly rising. The pace cannot continue.



At the present time, our generating capability (solid line) exceeds demand. Reserves like this are essential to meet heavy winter demands, to guard against a sudden outage of a power station and to allow generator shut down for routine maintenance and repairs. Moving right towards 1980, we see the two lines (growth and generation) beginning to merge...as they draw together, our demand has increased faster than our capability to generate electricity.

Forecasts indicate that about 1980, at our present 7% growth increase, demand and the ability to supply will become equal. Beyond that date we begin to need more electricity than we will actually have. This must not happen. We are at a stage in our development when conservation must become the watchword in our homes, businesses and industries. A time to slow our traditional rate of growth. We can no longer afford the luxury of waste, no matter how small the waste may be.

Contrary to popular belief, the appliances that use the most electricity in our houses are not the electric toothbrushes and carving knives, but essentials that Ontarians rely upon every day. Such items as the range, refrigerator, furnace and water heater, and it is here that the conservation idea has its most important role to play. By being wise and prudent in our use, watchful about waste, we can save literally millions of kilowatt hours. And conservation can save dollars.

The cost of all energy, including electricity has risen dramatically in recent years, and will continue to increase in the foreseeable future. Saving electricity will help you fight inflation on the bills you pay.